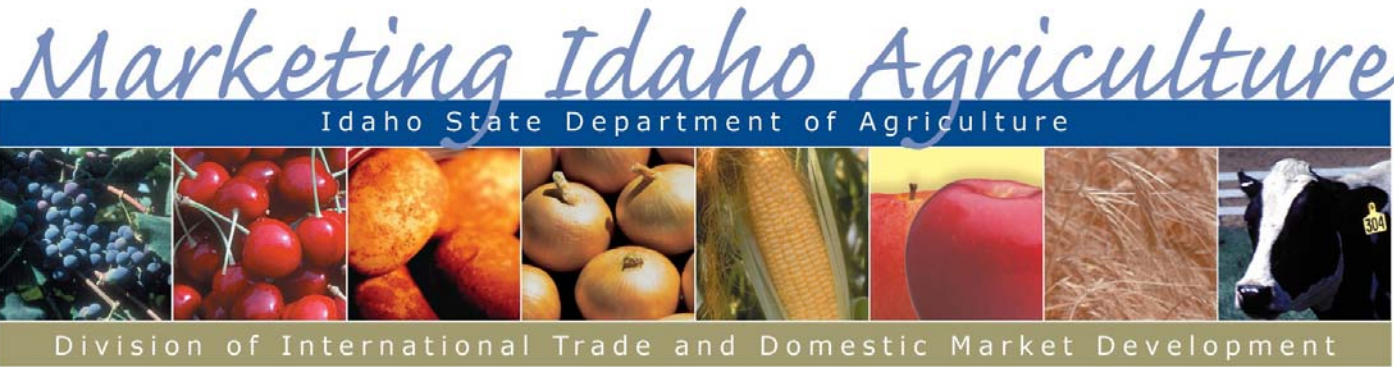


<b><u>OCTOBER</u></b>		<b><u>FEBRUARY</u></b>	
<b>15-26</b>	Mexico Fresh Produce Promotions*	<b>20-Mar. 5</b>	International Trade Office Managers in Idaho
<b>18-22</b>	Chef Demonstrations on Mexican Cooking Show, Monterey, Mexico*	<b><u>MARCH</u></b>	
<b>26</b>	SYSCO Food Show, Boise, ID	<b>8-11</b>	FOODEX Japan, Tokyo, Japan*
<b><u>DECEMBER</u></b>		<b>16-18</b>	Food Hotel Korea Food Show, Seoul, Korea
<b>14-15</b>	IEAT Global Catalog and Samples Show, Taipei, Taiwan	<b><u>MAY</u></b>	
<b><u>JANUARY</u></b>		<b>21-24</b>	National Restaurant Association (NRA) Food Show, Chicago, Illinois
<b>7-8</b>	Small Farms Conference, Caldwell, Idaho	<b>*Sponsored by Western United States Agricultural Trade Association</b>	
<b>18</b>	Transportation Workshop, Boise, Idaho		



### October-November 2004

#### International Trade and Domestic Marketing Division Creates Sales for Idaho Companies

The successful marketing of Idaho’s food and agricultural products by the Idaho State Department of Agriculture (ISDA) returned \$11.73 to Idaho’s farmers, ranchers, value-added processors and rural communities for every general fund dollar spent on marketing in FY ’04.

The objective of ISDA’s International Trade and Domestic Market Development program is to expand markets for Idaho food and agriculture products, and to foster agricultural diversification.

“Our marketing division works to promote Idaho food and agriculture products around the world,” says Patrick Takasugi, Director.

Those promotions generated \$5,992,466 in sales during the last fiscal year by helping to expand existing markets and open new ones.

“We expanded opportunities for Idaho yellow onions in Mexico through the Governor’s Trade Mission in October, bringing buyers to Idaho, and conducting in-store product demonstrations,” says Laura Johnson, Bureau Chief. “Last year, sales of onions into Mexico exceeded \$675,000 when, prior to these promotions, few were sold in the market.”

The Department also developed the State’s first cooking show in Mexico. An Idaho chef will be demonstrating Idaho products on one of the largest television stations in Northern Mexico.

Onions weren’t the only product to gain ground in Mexico. The Department also facilitated the receipt of a quality samples grant for wheat. Together with the Idaho Farm Bureau, Idaho Wheat commission and Idaho’s wheat in-

dustry, a total of 37 railcars of Klasic Hard White Wheat valued at \$1.8 million were shipped to Mexico.

In Asia, ISDA worked to promote Idaho wines. Jeff Tseng of Chateau Harvest Corporation visited Idaho to tour the wine industry. The company purchased over \$30,000 worth of Idaho wine and also published a full-color hard-bound book of Northwest Wines in Chinese. The book featured seven Idaho wineries.

The Department currently has projects promoting Idaho agriculture in China, Taiwan, South Korea, Japan, Mexico, and Central America. In addition, ISDA has domestic marketing program that includes the Idaho Preferred™ program, an in-state marketing program promoting agricultural goods grown or produced in Idaho.

#### Taiwan Fresh Produce Inspections Benefit Idaho Growers

Idaho’s apple export sales to Taiwan provide approximately \$1.2 million in sales annually. A successful review of Idaho apple export protocols was completed in September by a Taiwanese official, Mr. Mu-Chuan Lee who is section chief at Taiwan’s Bureau of Animal and Plant Health, Inspection and Quarantine (BAPHIQ). The Idaho State Department of Agriculture (ISDA) provides trade policy support to keep export markets open and support additional market access. Having access to growing foreign agriculture markets is essential for Idaho farmers, who produce enough apples for every Idahoan to eat one a day all year long.

The ISDA works with the U.S. Department of Agriculture (USDA) division of Animal and Plant Health Inspection Service (APHIS) to address animal and plant health safety. APHIS provides technical expertise and leadership in

assessing and regulating the risks associated with agriculture imports as well as responding to other countries' animal and plant health import requirements. APHIS negotiates science-based standards (export protocols) to boost prospects for food and agricultural markets and to protect U.S. exports from unjustified trade restrictions. "Compliance with export protocols is essential for continued export success," stated Mary Symms-Pollot, Trade Policy Manager for the ISDA. "In 2002, apples exports were temporarily suspended by the Taiwanese due to the discovery of a codling moth in a shipment which cost millions of dollars for American apple producers." It is important for all apple producers, to keep pests to a minimum. For more information contact mary Symms-Pollot at 208-332-8538 or email: msymms@idahoag.us.

***Fruit Exports to Taiwan  
Exceed Previous Years***

Larger growing seasons for cherries, peaches and apples together with successful reverse buying missions sponsored by the Western United States Agricultural Trade Association (WUSATA) put Idaho's growers, shippers and packers in prime position to increase fruit exports to some of Taiwan's largest fresh produce buyers.

"Idaho experienced an excellent growing season", said Dan Symms of Symms Fruit Ranch. "We had very warm temperatures during the day and cold nights, which produced higher yields and provided the fruit quality that the Taiwanese buyers were looking for." The buyers were given a first hand look at the superior quality through two different WUSATA sponsored missions in August and September. Buyers from companies including Huge Jupiter, Evergreen, Galan and others were given a tour of southwestern Idaho orchards and packing sheds. The visits resulted in on-the-spot orders. In fact, over eighty-five percent (85%) of Idaho's white flesh peaches were shipped to Taiwan this year.

"We have virtually created a whole new industry with the white flesh peach", said Eddie Yen, Idaho's Asia Trade Representative. "It took almost five years to build the market, but now Taiwan is nearly exclusive with Idaho in the export of white flesh peaches. The only thing we face now is meeting the demand of our buyers. The orders are going to increase every year and Idaho needs to step up

efforts to increase volume in order to keep the export customers happy."

Mr. Yen added, "This growing season, Idaho shipped over 36,000 cases of white flesh peaches and could have shipped more. Varieties such as the Snow King and Snow Giant are very popular. More fruit growers could get in on the Taiwan sales market, if they would take the time to research and invest in the proper export packaging."

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Residue Limits Database***

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Over 200 pesticides, over 300 commodities and  
over 70 countries are listed. The database



Re-**tailers**

***Show Support for  
Idaho Preferred™ with Food  
Promotions.***

Most major retailers in Idaho have joined the Idaho Preferred™ program and are actively marketing its members and products. Promotions have been held by Wal-Mart, Paul's Markets, and Albertsons.

In addition, September was "Idaho Month" at Crane Creek Market in Boise. During the month, Idaho Preferred™ products were featured, with the major promotion held on Tuesday, September 14. Crane Creek Market also highlighted Idaho wines during their monthly concert, which will be held on the evening of September 11.

August was also a big month for Idaho Preferred™ retailers, with Wal-Mart, Albertsons, and

Paul's featuring Idaho Preferred™ products in their weekly ads and in stores.

The week of August 27th was Idaho Preferred™ week in 35 Albertson's stores in Idaho. The retailer ran a full-page ad featuring Idaho Preferred™ products. Each store also had an entire section in the produce department dedicated to Idaho produce that displayed gala apples, potatoes, peaches, pears, onions, green beans, watermelon, sweet corn and plums. Idaho Preferred™ also sponsored demonstrations in each store sampling Idaho fruits.

Wal-Mart kicked-off their Idaho Preferred™ 2004 promotion over Labor Day weekend with special produce sections and signage in their eight superstores. Again, Idaho Preferred™ sponsored fresh fruit product demonstrations.

**Boise Distributor, Russ Garrison  
of Grasmick Produce states,**

***"For local fresh fruits and vegetables, this  
program has made a considerable  
difference in expanding the market. Prior  
to Idaho Preferred™, Wal-Mart's produce  
was all coming from its Salt Lake City  
distribution center, now they're carrying  
more local products."***

"In addition," he added, "my volume to Albertsons is up well over 25 percent so we know that more local produce is being sold from those stores also. This program is really benefiting Idaho producers, and the local economy."

Idaho Preferred™ is proud to be able to assist local producers in expanding their markets and promoting their products. "Our goal is to help Idaho consumers identify the many local agricultural products that are available," says Leah Clark, Trade Specialist. "With the help of local retailers and distributors, we are helping consumers find those products and enjoy the great bounty of Idaho."

Other Idaho Preferred™ retail members are also showcasing Idaho products and have either done events earlier this year or will be announcing promotional events in the near future. Retailers include Atkinson's Markets, Ridley's, Eagle City Market, Grand Gourmet, and Star Mercantile & Lumber.

Look for Idaho Preferred™ products at your local Idaho Preferred™ retailer!

***Idaho Preferred™ Program  
Encourages Members to Use the Logo  
for Packaging***

While membership in the Idaho Preferred™ Program is climbing, the use of the Idaho Preferred logo on packaging is growing as well. Idaho Preferred™ has invested heavily in advertising to help consumers gain awareness of the Idaho Preferred™ mark and the efforts are successful. Due in large part to television, radio and outdoor advertising, the public is looking for the Idaho Preferred logo when shopping.

The Idaho Preferred™ label is being prominently displayed on some packaging, such as meat products from Snake River Farms and on cartons for Vic's Eggs. The mark will also soon be found on Litehouse dressings.

Though the use of the logo on packaging is increasing, many consumers are aware of the mark, and they are looking for more products identified as Idaho Preferred™. In order to maximize the benefits of the use of the mark, Idaho Preferred Program administrators are stepping up efforts to build the program's membership and increase the number of members who use the logo on packaging in order to help consumers identify Idaho Preferred products.

ISDA marketing staff is available to help qualifying growers, shippers and packers secure membership and to assist existing members to determine the best way to use the mark on their products. If you would like to consult with ISDA marketing staff about membership and the use of the Idaho Preferred logo, please contact Leah Clark at lclark@idahoag.us.

